



# **NIGERIA**

## **MEDIA LANDSCAPE**

[www.themediavantage.com](http://www.themediavantage.com)



# Country overview

## AFRICA'S LARGEST ECONOMY



CAPITAL  
**Abuja**

REGION  
**Africa**

GDP PER CAPITA, PPP  
**\$5,967**

GDP  
**\$397.3 billion**

POPULATION  
**195,874,740**

AREA  
**923,768 SQ.KM**

BBC calls it one of the  
fives superpowers by  
2050.

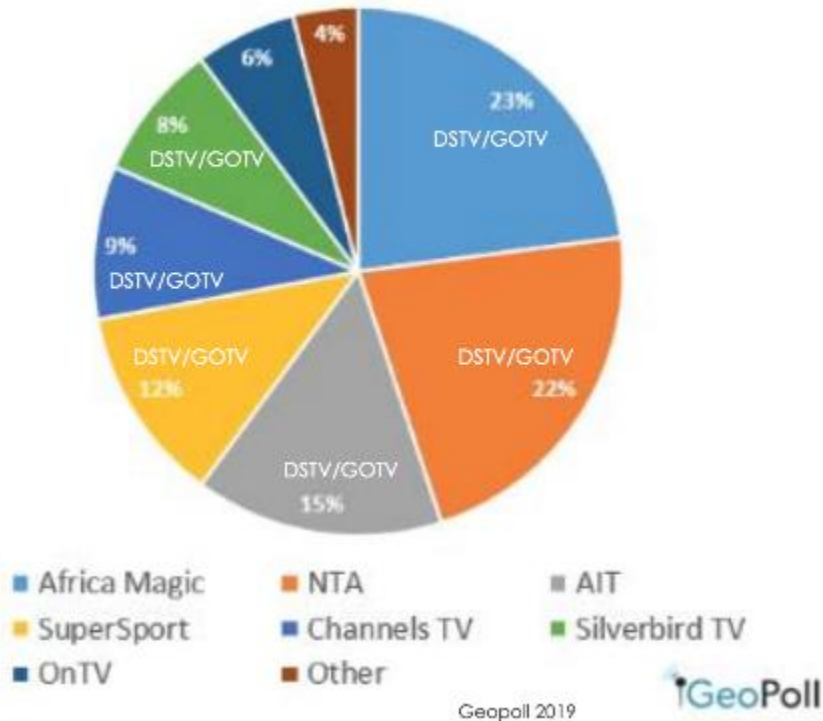
Nigeria is poised to grow by  
leaps and bounds by 2050, at  
an average of 4.2% year-on-  
year.

More than 30% of Nigerian  
residents are new entrepreneurs  
or the owner-manager of a new  
business, among the highest rate  
in the world.

# TV

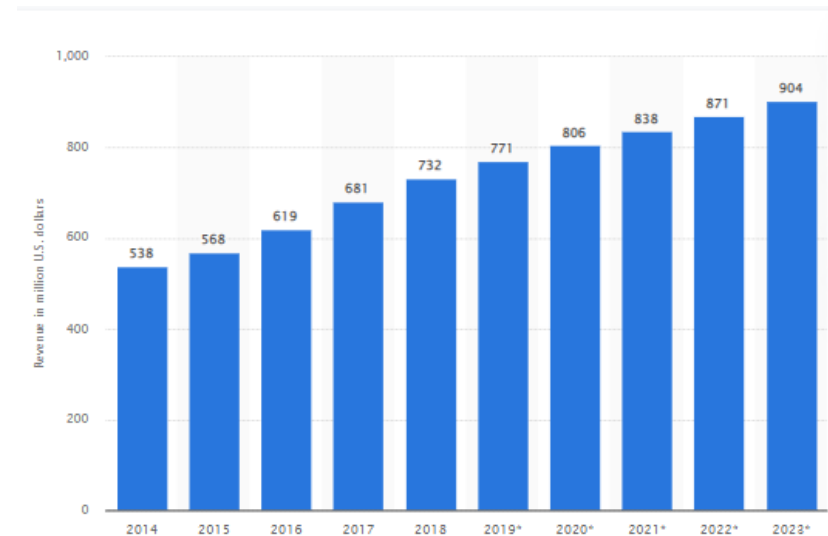
## EFFECTIVE MEDIUM TO REACH THE GROWING MIDDLE-CLASS

Top Nigerian TV Stations in July: Channel Share



- Penetration rates for television have risen rapidly over the past decade.

TV and video market revenue in Nigeria from 2014 to 2023



- The number of Pay TV households is also on the rise, expected to hitting 4.9 million in 2021.
- Channels TV and NTA are leading TV networkings in the country, with the largest audience shares.

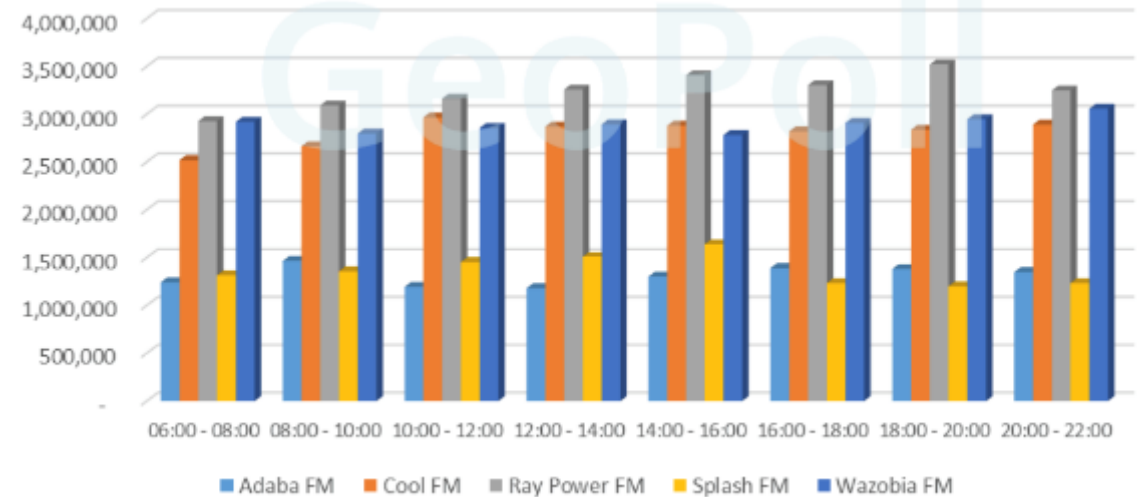
# Radio

## HIGHEST REACH IN THE COUNTRY

Station	Market share, 2019
Wazobia FM	8%
Ray Power FM	7%
Cool FM	7%
Splash FM	3%
Adaba FM	3%

- Of the hundreds of radio stations in Nigeria, the two most listened-to are Wazobia FM and Ray Power.
- Radio is Nigeria's most popular broadcast medium.

Total radio audience in Nigeria 2021



# Print

## DOMINATED BY THOSE THAT MADE IT THROUGH THE DECLINE

- In line with global trends, Nigeria's print. Wipopulated by hundereds of publications, witnessed a weakening of its powers.
- However, the most reputed titles that duplicate online versions of their copies are still the most well-regarded print mediums.

The logo for PUNCH, featuring the word "PUNCH" in a bold, red, sans-serif font. Above the letters "P" and "U" are horizontal bars in yellow and green respectively.The logo for THIS DAY, featuring the words "THIS" and "DAY" in a black, serif font, separated by a red circular emblem containing a white bird.The logo for SAHARA REPORTERS, featuring the words "SAHARA" and "REPORTERS" in a white, sans-serif font, stacked vertically on a dark blue background with a thin orange line below "REPORTERS".The logo for The Guardian, featuring a small blue crest icon to the left of the words "The Guardian" in a blue, serif font.The logo for THE NATION, featuring a small red and white crest icon to the left of the words "THE NATION" in a white, serif font, with the tagline "Truth in Defence of Freedom" in a smaller white font below.The logo for THE Sun, featuring the word "THE" in a small white font above the word "Sun" in a large, white, stylized font, all set against a red background.The logo for Vanguard, featuring the word "Vanguard" in a large, red, sans-serif font.The logo for PREMIUM Times, featuring the word "PREMIUM" in a small red font above the word "Times" in a large, black, serif font.

# Print

## *Punch*

Frequency: Daily

Published in Lagos, Punch is the largest circulating newspaper in Nigeria. The paper has extensive operations and is renowned to have the best color press in Nigeria. It is strong on sports, entertainment and politics. It is reputed to mirror the mind of the Yoruba establishment. The audience of the Punch is mainly A,B class as it's one of the newspapers of the political and business leaders and decision takers in the country. Its language structure also endears the newspaper beyond the AB class and makes it friendly to others.

## *Vanguard*

Frequency: Daily

Another Lagos-based newspaper owned by Mr. Amuka Pemu, a veteran journalist from Delta State. It is also a mass-circulating paper in the mold of the Punch. It is strong on Niger Delta issues, labor issues, sports and entertainment.

## *Guardian*

Frequency: Daily

This newspaper is seen as the flagship of the Nigerian press. It is based in Lagos, published by Chief Alex Ibru, a business magnate from a well heeled family from Delta State. It is a serious newspaper, which appeals largely to the upper/middle class. It is respected for its news and opinion pages. The paper is strong on politics, business, arts, and sports. It has a liberal outlook. It is seen as the most influential newspaper in the country





# Print

## ***Tribune***

Frequency: Daily

Presently, Tribune is the oldest paper in Nigeria, having started operation in 1904. Tribune is based in Ibadan and owned by the family of Chief Obafemi Awolowo, the late patriarch of Yoruba politics and one of the founding fathers of Nigeria. Tribune's strength is in politics.



## ***The Nation***

Frequency: Daily

The Nation is the second most read newspaper in Nigeria. The daily is targetted at the affluent, educated, readers in leadership positions, businessmen and policy makers belonging to the B & A segments of society. The paper covers business and economy, public policies, the democratic process, sports, arts and culture.



## ***Business Day***

Frequency: Daily

Business Day is South Africa's most influential and respected daily newspaper, offering incisive coverage of business, the economy, politics, labor and other current affairs, for the business-savvy reader. Launched in 1985, the title addresses decision-making individuals across all sectors of the state.



# Digital

INTERNET USERS IN NIGERIA INCREASED BY 4.6 PERCENT BETWEEN 2021 AND 2022





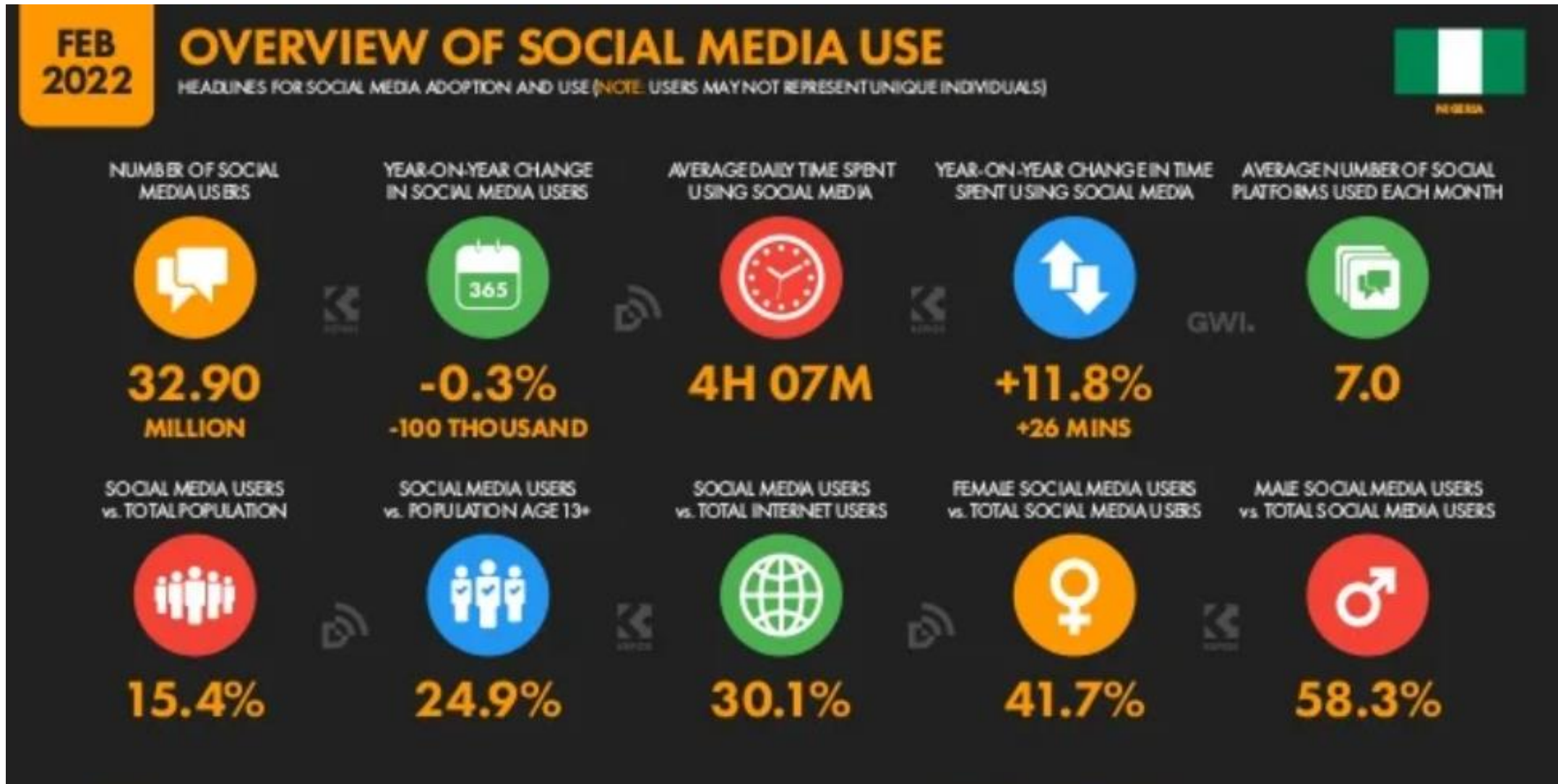
# Digital

## MOST VISITED SITES IN NIGERIA

FEB 2022		MOST-VISITED WEBSITES: SEMRUSH RANKING				RANKING OF THE MOST-VISITED WEBSITES ACCORDING TO SEMRUSH, BASED ON TOTAL MONTHLY WEBSITE TRAFFIC IN NOVEMBER 2021				 NIGERIA	
#	WEBSITE	TOTAL VISITS	UNIQUE VISITORS	TIME PER VISIT	PAGES PER VISIT	#	WEBSITE	TOTAL VISITS	UNIQUE VISITORS	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	80.1M	9.71M	15M 50S	5.68	11	PUNCHING.COM	8.75M	2.05M	11M 50S	2.56
02	BET9JA.COM	28.7M	2.43M	0M 11S	10.81	12	LIVESCORE.COM	7.53M	1.09M	20M 36S	5.23
03	FACEBOOK.COM	26.0M	5.80M	16M 20S	6.04	13	YOUTUBE.COM	6.80M	2.57M	21M 39S	4.30
04	BIT.LY	20.5M	6.75M	11M 04S	1.18	14	WIKIPEDIA.ORG	5.87M	2.12M	11M 39S	1.81
05	XNXX.COM	13.0M	3.24M	21M 54S	8.66	15	FLASHSCORE.MOBI	5.72M	545K	3M 44S	9.21
06	NAIRALAND.COM	12.8M	1.77M	21M 33S	8.31	16	SPORTYBET.COM	5.45M	528K	17M 09S	17.81
07	QUORA.COM	12.3M	6.73M	9M 11S	2.20	17	BETKING.COM	5.15M	441K	2M 56S	12.95
08	XVIDEOS.COM	9.88M	2.17M	23M 03S	8.77	18	JUMIA.COM.NG	5.09M	1.95M	12M 23S	6.74
09	MANGAHERE.CC	9.20M	610K	2M 41S	1.81	19	SAHARAREPORTERS.COM	4.83M	1.76M	9M 53S	1.43
10	KONGA.COM	8.99M	4.84M	8M 34S	3.11	20	BBC.COM	4.77M	1.18M	12M 54S	3.65

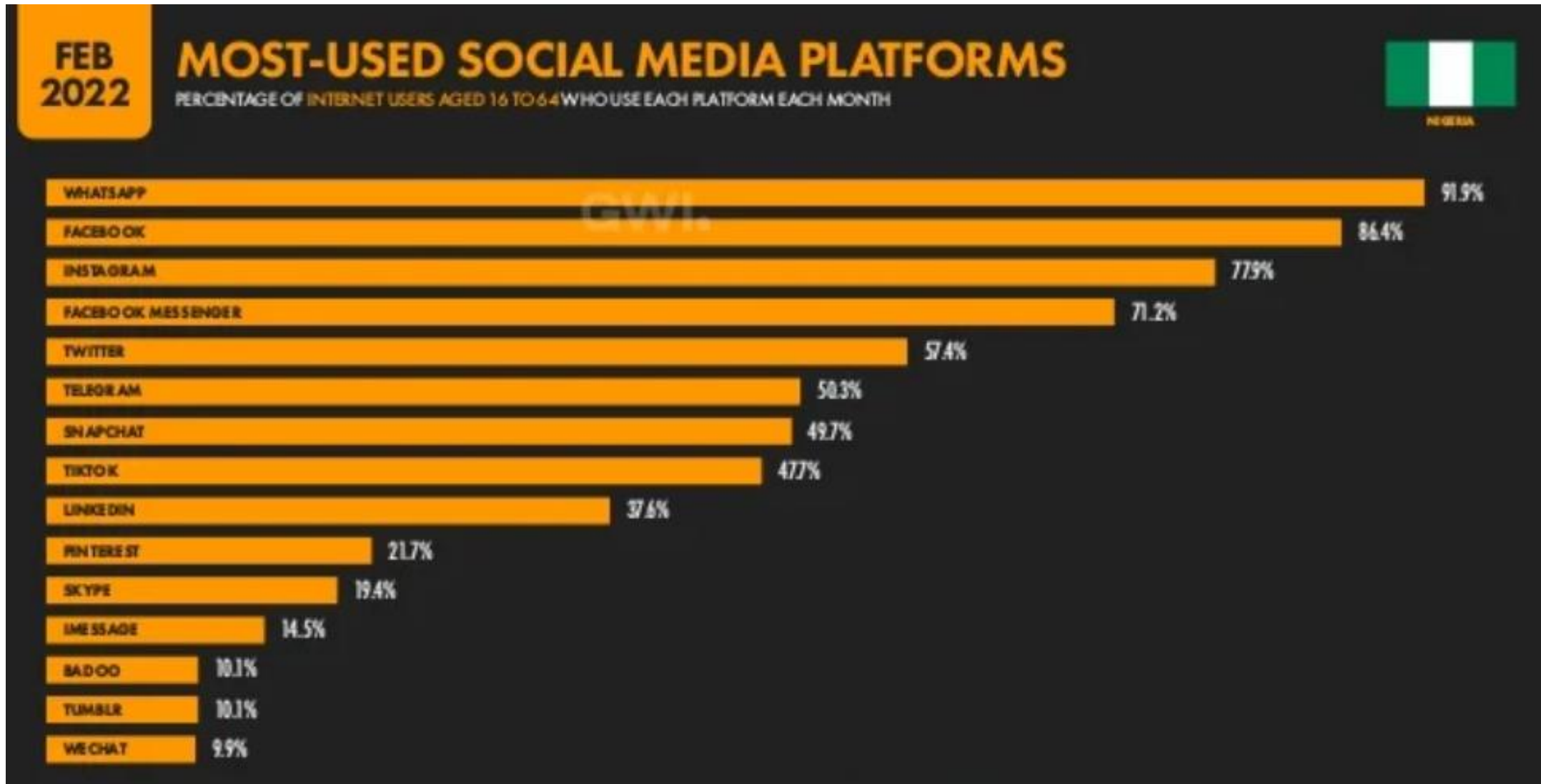
# Digital

SOCIAL MEDIA USERS AT THE START OF 2022 WERE EQUIVALENT TO 15.4% OF THE TOTAL POPULATION



# Digital

WHATSAPP IS THE MOST USED SOCIAL MEDIA PLATFORM, FOLLOWED BY FACEBOOK



# OOH

PROVIDE EFFECTIVE REACH IN KEY CITIES LIKE ABUJA AND LAGOS

